

**ARIZONA STATE PARKS BOARD  
PICACHO PEAK STATE PARK  
OCTOBER 20, 2010  
MINUTES**

**Board Members Present**

Reese Woodling, Chairman  
Tracey Westerhausen, Vice Chairman  
Walter Armer  
Maria Baier  
Alan Everett  
William Scalzo

**Board Members Absent**

Larry Landry

**Staff Members Present**

Renée Bahl, Executive Director  
Jay Ream, Assistant Director, Parks  
Jay Ziemann, Assistant Director, Partnerships and External Affairs  
Kent Ennis, Assistant Director, Administration  
Monica Enriquez, Executive Assistant  
Ellen Bilbrey, Public Information Officer  
Robert Baldwin, Grants Coordinator

**Attorney General's Office**

Laurie Hachtel, Assistant Attorney General  
Joy Hernbrode, Assistant Attorney General

**AGENDA**

**(Agenda items may be taken in any order unless set for a time certain)**

**A. CALL TO ORDER - ROLL CALL – 10:00 A.M.**

Chairman Woodling called the meeting to order at 10 a.m. Roll Call indicated a quorum was present.

**B. INTRODUCTIONS OF BOARD MEMBERS AND AGENCY STAFF**

- 1. Board Statement** - "As Board members we are gathered today to be the stewards and voice of Arizona State Parks and its Mission Statement to manage and conserve Arizona's natural, cultural, and recreational resources for the benefit of the people, both in our parks and through our partners."

Ms. Baier read the Board Statement. The Board and Staff introduced themselves.

- C. CALL TO THE PUBLIC** – Consideration and discussion of comments and complaints from the public. Those wishing to address the Board must register at the door and be recognized by the Chair. It is probable that each presentation will be limited to one person per organization. Action taken as a result of public comment will be limited to directing staff to study or reschedule the matter for further consideration at a later time.

Tom Bagnall spoke about the Pinal County Veteran's Memorial Foundation. He introduced Bob Souza, current commander of Veteran of Foreign Wars Post, at Casa Grande. Mr. Bagnall said he is a resident of Coolidge and member of Sons of American Legion branch in Coolidge. He said they currently do not have a site for the Pinal County Veteran's Memorial. The Committee thought Picacho Peak State Park might be a good site for the Memorial and hoped the Board and staff would be interested in meeting with them to further discuss this.

Mr. Scalzo commented that at San Tan Mountain Regional Park there is a beautiful Veteran's memorial. He said Senator McCain helped to put that memorial in and dedicated it. There have been a number of veteran's presentations there. He told Mr. Bagnall he might want to take a look at it for conceptual ideas.

Chairman Woodling thanked Birgit Loewenstein and the Benefactors of Red Rock State Park for organizing the Sedona Forum. He said it was a wonderful event. Ms. Loewenstein said the event Chairman Woodling spoke of was a public discussion about the future of State Parks. She said she would comment on the privatization of State Parks. She said the founders of State Parks had a vision in creating State Parks. The vision was for the preservation and conservation of Arizona's cultural and natural resources. She said the preservation of these resources is not usually a money-making enterprise. She urged the Board and staff to have strict rules in place to keep the missions of these parks intact. She said the Benefactors are also concerned about long-term contracts with concessionaires. She said they feel that long-term contracts could be dangerous.

Ms. Westerhausen said when a privatization discussion begins, the very first order of business must be to define what privatization means because it means many different things. She said the thing the Board most fears are the parks being sold off. Fortunately there are enough restrictions on the land so that is not really feasible. She said in terms of ASP being able to keep State ownership of the parks and keep it out of private hands, the most extreme form of privatization, shouldn't worry anyone.

Mary Ann Pogany, Treasurer, Friends of Oracle State Park spoke in favor of re-opening Oracle. She said Oracle has been closed for a year now. She said the Friends have had spoken to the legislature, had a writing campaign, put up highway signs, and held fundraiser events including the signature event, the concert series. They also spent over \$10,000 to improve the property of the park with the help of the Department of Corrections. She suggested staff add Oracle to sections of the website that it is currently not listed in. She noted that the recent bid for third party operations of the park resulted in no bidders. She suggested it was because there is no camping at the park but the deed does not restrict camping. She said adding camping is an example of something the Friends would like to do to add economic viability to the park. The Friends would like to have more dialogue with staff about what is going on with the efforts to re-open the park. She would like to brainstorm with staff to find what will make the park more economically viable.

Chairman Woodling told Ms. Pogany that staff and the Board are upset about Oracle being closed as well. He said when budget cuts came down, the Board voted that their number one priority is to keep as many parks open as possible. Staff has worked to

hard to do that and will continue to work directly with the Friends to find a solution for Oracle.

Cristie Statler, Executive Director, Arizona State Parks Foundation spoke about some recent efforts of the Foundation. She said the Foundation would be conducting a Friends Forum on October 23 at the PERA Club at Salt River Project (SRP) in Tempe from 10am-2pm. The Foundation continues to work on securing sustainable funding for the long-term stability of the State Parks system. This will be one of the items discussed at the Friends Forum. She said communication among Friends groups and the Foundation is crucial to the statewide advocacy.

**D. CONSENT AGENDA** – The following items of a non-controversial nature have been grouped together for a single vote without Board discussion. The Consent Agenda is a timesaving device and Board members received documentation regarding these items prior to the open meeting. Any Board member may remove any item from the Consent Agenda for discussion and a separate vote at this meeting, as deemed necessary. The public may view the documentation relating to the Consent Agenda at the Board's office: 1300 W. Washington, Suite 104, Phoenix, Arizona.

- 1. Approve Minutes of September 15, 2010 Arizona State Parks Board Meeting**
- 2. Approve Executive Session Minutes of September 15, 2010 Parks Board Meeting**
- 3. Clarify FY 2010 Growing Smarter State Trust Land Acquisition Fund Grant Motion** – Staff recommends clarifying the FY 2010 Growing Smarter Grants motion to remove specific auction dates.

Mr. Armer made a motion to approve the Consent Agenda. Mr. Scalzo seconded the motion. The motion passed unanimously with Mr. Landry absent.

Chairman Woodling said the Board would amend the agenda slightly and move to discuss agenda item G1.

#### **G. BOARD ACTION ITEM**

- 1. Consider Endorsing an Agreement with the Hopi Tribe for the Operation of Homolovi Ruins State Park** - Staff recommends that the Arizona State Parks Board endorse the major components of the agreement with the Hopi Tribe for the reopening and operation of Homolovi Ruins State Park.

Mr. Ream yielded the floor to Mr. Norman Honanie of the Hopi Tribal Council. Mr. Honanie asked the Board if he could make a prayer first. Chairman Woodling answered affirmatively. Mr. Honanie said a prayer in the Hopi language. Then continued and said today is a historic day for Arizona State Parks (ASP) and the Hopi Tribe. He said he had in his hands a resolution that the Hopi Council passed. He said the Council thought very hard in favor of one goal – to re-open Homolovi Ruins State Park. Staff has worked as hard as the Hopi Tribe. He read part of the last page of the resolution. He said, "The Hopi Tribal Council duly adopted the foregoing resolution on October 19, 2010 at a meeting in which a quorum was present with a vote of 12 in favor, zero opposition and zero abstaining with the Chairman presiding. Pursuant to the authority vested in the Hopi Tribal Council by Article." He said the point he is trying to make is that it was

unanimous and the Council supports this 100%. He said he recently had a grandson and finds it ironic that now Homolovi will be having a re-birth.

Mr. Ream said the major components of the agreement are the Park would be re-open but a re-opening date has not been agreed upon. The Park would be open for 12-months and there would be an option to renew for a total of three years. The Tribe will provide \$175,500 over the 12-month period to subsidize the park operations. ASP would retain the fees and using the Enhancement Fund to fund the rest of the operation of the park during that 12-month period. The Hopi Tribe and ASP would meet quarterly to review the operations and management of the park.

Mr. Ream said staff recommends that the Arizona State Parks Board endorse the major components of the agreement with the Hopi Tribe for the reopening and operation of Homolovi Ruins State Park.

**Bill Scalzo:** I move that the Arizona State Parks Board endorse the major components of the agreement with the Hopi Tribe for the reopening and operation of Homolovi Ruins State Park.

Ms. Westerhausen seconded the motion. Mr. Scalzo commented that this is a good example of a public-public partnership. He said it was discussed that the State is looking for privatization or other options. This is an outstanding option and hopefully other tribal communities in this state will take a look set the resources that are important in protecting Arizona's culture and future. He hoped this information could be told to the Governor and her Commission on Privatization and Efficiency (COPE) so they better grasp that there are so many options out there. The Tribe is a model for the rest of the state.

Mr. Everett asked if there would be ASP employees at Homolovi Ruins when it re-opens. Ms. Bahl answered that it would be staffed with ASP employees. She said it would be a similar model to what is at Picacho Peak State Park where there is funding from the outside but still operated by ASP.

Ms. Westerhausen said the Hopi Resolution mentions \$50,000 but the Board motion said \$175,500. She asked what the relationship is between those figures. Mr. Honanie answered that the \$50,000 is what the Hopi Tribe will pay to ASP in the 2011 calendar year but the \$175,500 is what the Hopi Tribe will pay to ASP in FY 2011.

The motion passed unanimously with Mr. Landry absent. Applause followed.

Chairman Woodling said the Board would now return to the agenda as presented and move to agenda item E.

**E. DIRECTOR'S SUMMARY OF CURRENT EVENTS** – The Executive Director may update the Arizona State Parks Board on special events and accolades.

Ms. Bahl said ASP was invited to celebrate the release of Arizona's new quarter. She said every state would have one that represents a cultural or natural beauty. Arizona chose the Grand Canyon to be on this quarter. Sherry Henry, Arizona Office of Tourism Director, and Ms. Bahl joined the US Mint Director and the Superintendent of the Grand Canyon to celebrate this day. A few hundred people were on hand on that day.

Ms. Bahl said some work was completed at Homolovi Ruins. She reminded the Board that when Homolovi Ruins was closed the Arizona Archaeological Society offered to help protect and restore the ruins knowing that the protection was the number one priority. Under the direction of the Arizona State Museum, this volunteer group stabilized one of the major kivas.

Ms. Bahl said Verde River Days at Dead Horse Ranch State Park was held earlier in October. Ms. Westerhausen joined staff to celebrate this event at the park. There were about 4,000 visitors to the park over the two-day event to celebrate both the natural and recreational opportunities that the Verde River offers.

Ms. Bahl said Fort Verde State Historic Park held its Tom Sawyer Day. This event is mostly children who volunteer to paint the fence. This year there were about 35 volunteers. Fort Verde also held the Fort Verde Days event. There were about 1,000 visitors over that two-day event. There were 500 volunteer hours for that event. Staff is working hard to get more people into this park and to keep this park thriving.

Ms. Bahl said a researcher found a brand new bug that is found only in the caves at Tonto Natural Bridge State Park. The finding and the discovery of this bug was filmed "Under a Decade of Discovery" with the BBC. This show will come out to millions of people in December in England through the BBC. The bug has not been named.

Ms. Bahl said one of the biggest events this month was re-opening Jerome State Historic Park. There were over 800 visitors on the day it was opened and 600 visitors the rest of the weekend. Chairman Woodling and Mr. Everett attended as well as Supervisor Chip Davis, Yavapai County, Mayor of Jerome, Jay Kinsella, and Historical Society President Allen Muma. It was a wonderful event and Jerome has never looked so good. The re-opening should help the local economy there.

ASP received the Governor's 2010 Economic Development award in conjunction with Yavapai County. ASP received this award for partnering with the Verde Valley, primarily Yavapai County, to keep parks open to keep the economy thriving in that community. She said this means ASP's vision is being heard and recognized by some. There is a connection between open parks and local economies and the need for both. The award was called "Partnering to preserve Arizona's crown jewels." Mr. Everett attended as well as Supervisor Davis from Yavapai County.

## **F. BOARD DISCUSSION ITEMS**

### **1. Update on Revenue Forecast by Major Fund and Park Visitation**

Mr. Ennis said revenues for the system are up approximately 17% among those parks that ASP manages. He said ASP, overall, is ahead of last year and slightly ahead of forecast.

Mr. Ennis said attendance is still slightly down for a variety of factors. This is for both parks that ASP manages and for parks that are managed with partnership support. He said attendance is down year-to-date. Staff believes this to be the result of the fee increase. Weather is also a factor. He said the money is ahead but the attendance is slightly down, 12% for the nine parks ASP operates and 16% overall.

Ms. Bahl said a graph of visitation for each park has been given to the Board for review.

Mr. Ennis noted that some parks vary around the overall 12% percent decline figure. Some are less and some are more.

Chairman Woodling asked about the revenue of the nine parks that ASP manages. Mr. Ennis answered that the nine parks ASP manages are up 17% while system-wide revenues are up 11%.

Mr. Ennis said the State Lake Improvement Fund (SLIF) is on forecast as expected. He said the Off-Highway Vehicle (OHV) Fund is slightly above forecast. Interest earnings are slightly above forecast. For forecast purposes, he said staff is assuming this revenue will go away after the election if Proposition 301 (Land Conservation Fund) does pass.

## **2. Ballot Measures Affecting Arizona State Parks**

Mr. Ziemann said Proposition 301 is the ballot measure that will most directly affect ASP. This would sweep the Land Conservation Fund. ASP does not use the principal of the Land Conservation Fund to operate but ASP does use the interest. Passage of that Proposition would be devastating to ASP's operating budget. He said related to that proposition is Proposition 302. This would sweep the money out of the First Things First (children's healthcare). This would be similar to what the legislature did to the Heritage Fund in that it would not only sweep the money out of the fund but are excising that program from the statutes. He said he links these two propositions together because although First Things First does not directly deal with ASP but it does relate to the Voter Protection Act. That is critical to ASP because in any scenario that is envisioned for Sustainable Funding would rely on the Voter Protection Act to keep those revenues safe and designated for ASP. The results of those two ballot measures are critical to ASP moving forward.

Mr. Ziemann said another Proposition that is does not directly affect ASP is Proposition 109. This is the constitutional right to hunt. This is a referral that the legislature passed. They are seeking a constitutional change that would guarantee the right of Arizonans to hunt and fish. Opponents of Proposition 109 are concerned about two portions of the initiative. One is the exclusive authority to manage wildlife and fishing in the state is vested in the state legislature as opposed to the Game & Fish Commission. The second portion of the initiative states that exclusively hunting and fishing would be the preferred method to manage and control wildlife and fish. He noted it is not "a method" but "the preferred method." He said there is hunting allowed in State Parks where it is not next to a building. Mr. Ream said the other key is ASP restricts hunting in portions of the parks. If it becomes a constitutional right to hunt and manage game, then what would that do to ASP's ability to manage the parks.

Mr. Scalzo said it is greater than that. He said any of the parks – county, regional parks could be affected by this.

## **3. Sustainable Funding Strategies**

Mr. Ziemann said Ms. Statler from the ASPF mentioned in the public comments that the Foundation is continuing to work on these strategies. Since September there has not been a meeting. He said there are subcommittees that continue to meet and strategize. They are trying to get in front of some of the privatization issues and also continuing to

keep their eye on the long-term, which is looking for sustainable funding. As discussions evolve, he will keep the Board informed.

Mr. Armer asked Ms. Bahl if she has heard about the likelihood of the California's Proposition on vehicle license passing. Ms. Bahl said the California Proposition would fund California State Parks and provide grant monies. She said when she last spoke to the state that proposition was polling ahead. They did not have huge security that it would pass. The Chamber of Commerce and the rental car industry were both neutral on the issue. They do not have large organized opposition against the proposition beyond those that are opposed to tax increases in general. Mr. Ziemann noted that the program in California is a mandatory fee. He said the program in Michigan passed and is now being enacted. That is an optional fee. Staff is tracking that to see how much money they raise.

Chairman Woodling asked if the State Parks in those states set the fee or if it was set in the referendum. Ms. Bahl answered that it was set in the initiative. She said for California the fee is \$18. Chairman Woodling asked if all of the money would go to California State Parks. Ms. Bahl said it goes to State Parks and then some money would be used as grants for wildlife and preservation. All of the money would go through California State Parks. Chairman Woodling said there is a constitutional issue with it here in Arizona. He asked if they have those issues in California. Ms. Bahl answered that California does not have those issues. She said one of the reasons that they went forward with a mandatory fee as opposed to an opt in or out is because the cost would be so tremendous for the California Department of Transportation to administer. If they would have made it opt in or out, then the Transportation Department would have likely opposed it.

#### **4. State Parks Operations Status Update**

Ms. Bahl updated the Board on the operational status of each state park. The first group consists of nine parks - Buckskin Mountain, Catalina, Cattail Cove, Dead Horse Ranch, Fool Hollow Lake, Kartchner Caverns, Lake Havasu, Patagonia Lake and Slide Rock. These nine parks are up in revenue. The river parks are about the same in visitation as previous years. She said Lake Havasu is a little up in visitation. Catalina is the same. Dead Horse, Fool Hollow, Kartchner, Patagonia and Slide Rock are all down in visitation. She said there is an overall decrease in visitation. There are a variety of reasons that visitation is down. These include the weather, the economy and confusion on whether parks are open or closed.

Ms. Bahl said the next group consists of nine parks - Alamo Lake, Fort Verde, Jerome, Lost Dutchman, Picacho Peak, Red Rock, Riordan Mansion, Roper Lake and Tonto Natural Bridge. The good news is that Jerome State Historic Park moved to this category when it re-opened. These parks are open and operated by ASP staff.

Ms. Bahl said the next group consists of five parks - Boyce Thompson Arboretum, Tombstone Courthouse, Tubac Presidio, Yuma Territorial Prison and Yuma Quartermaster Depot. These parks are open to the public and operated by ASP's partners. These parks are the same but soon a number six will move to this category.

Ms. Bahl said the final category of parks is the five that are closed right now. She said for Homolovi Ruins there was great news today so soon that will move to parks open with partnership support and operated by ASP. Staff will work with the Hopi on an appropriate opening day.

Ms. Bahl said Lyman Lake State Park is closed. The Board has previously directed staff to put together an RFP to try to find an operator or some other solution to open it.

Ms. Bahl said McFarland State Historic Park is closed. The Board has previously endorsed an agreement to turn the park over to the Town of Florence. On October 18, 2010, the Town of Florence Council met and approved that agreement. Staff will formalize the transfer and the park would probably be opened in the new calendar year.

Ms. Bahl said Oracle State Park is closed. She said the Board heard from the Friends of Oracle earlier in the public comments. An RFP had been put out for operations but did not receive any bids on that. Staff will continue to look for solutions with public and/or private partners, and of course, with the Friends to find a way to open this park.

Mr. Scalzo asked if there had been any positive feedback from Pinal County. Mr. Ennis said he had no feedback from Pinal County. He said there had been some interest from the University of Arizona. There were some initial discussions but has not moved forward from there. Mr. Ream said Pinal County has hired a new County Manager. He said he intends to get in touch with him.

Ms. Bahl said San Rafael State Natural Area is closed to the public. She said staff continues to work with ranching partners for fire hazards and preserve and monitor the land.

Ms. Bahl said her number one priority is finding a solution for Lyman Lake and Oracle.

#### **5. Update on Request for Proposal for the Operation of Oracle State Park**

Ms. Bahl said the status of Oracle State Park has already been discussed. She reiterated that staff would continue to seek partners to open this park.

### **G. BOARD ACTION ITEMS**

- 2. Consider Funding High Priority Off-Highway Vehicle Projects** – Staff recommends that the Arizona State Parks Board award \$150,000 from the federal Recreation Trails Program to the Mohave County project, and \$294,456 from the state Off-Highway Vehicle Recreation Fund to the Apache-Sitgreaves National Forest, Bureau of Land Management-Hassayampa Field Office projects, Coconino National Forest and Tonto National Forest, and authorize the Executive Director or designee to execute work orders.

Mr. Ziemann said at the Parks Board meeting in June, the Board approved a new way to get OHV money out of our coffers and into projects on the ground. He said about 3-4 times per year projects would be solicited, get them in, evaluate them and get funding out and onto the ground. This is one of those batches of projects. The Off-Highway Vehicle Advisory Group (OHVAG) has studied and recommended funding for projects totaling \$444,000. OHVAG is recommending the Mohave County project be funded out of the Federal Recreational Trails Program (RTP) money because their project is further



along and they have completed their NEPA study. The federal program requires the NEPA study. That would allow the state dollars to go a little further. Staff is recommending and concurring with the OHVAG recommendation that the Mohave County project be funded with RTP funds and the remainder of those projects be funded with the state dollars.

Mr. Scalzo asked how the projects that have already been funded been moving. Are they moving along well? Mr. Baldwin answered that there have been some problems with some of these projects where they thought they had cultural clearances and they didn't. That has held a couple of these up. He said out of 14 projects, four are in operation right now. The rest are close.

**Tracey Westerhausen:** I move that the Arizona State Parks Board award \$150,000 from the federal Recreation Trails Program to the Mohave County project, and \$294,456 from the state Off-Highway Vehicle Recreation Fund to the Apache-Sitgreaves National Forest, Bureau of Land Management-Hassayampa Field Office projects, Coconino National Forest and Tonto National Forest, and authorize the Director or designee to execute work orders.

Mr. Armer seconded the motion. The motion passed unanimously with Mr. Landry absent.

Mr. Baldwin commented that at the June Parks Board meeting, the Board approved money to advance the Ambassador Program both through the Bureau of Land Management (BLM) and through grants. He said that portion of the program has moved along nicely. There has been good response from partners around the state that want to support these units so that the Ambassador Program would have a presence outside of the Maricopa County area. That is encouraging.

3. **Consider Responding to the Commission on Privatization and Efficiency's (COPE) Initial Report** - Staff recommends that the Arizona State Parks Board Chair work with staff to develop a letter to formally respond to the COPE report on behalf of the Parks Board.

Ms. Bahl said the COPE's recommendation in its initial report is for ASP to maximize efforts to enter into long-term concession agreements with private recreation firms. ASP should enhance its relationship with Office of Tourism, the Game & Fish Department and locals to help promote the state parks system to in-state and out-of-state residents. She said in the body of the report, it says the National Parks Service (NPS) model is one to look at. That is one that ASP follows now and one that this Board has been striving to enhance. It is a model the public sector operates and protects the main parts of the park – everything from law enforcement to resource protection and private concessionaires add additional amenities. It could be anything from a recreation activity from renting boats to lodges to restaurants – whatever that park has. It is a combination of a public/private partnership. That is what was in the body of the report. That is something ASP has been striving to do more of. When they talk about a whole park concession, they don't explore that in any great detail. They just say it is something to be considered. She said there are a number of legal, economic and resource issues associated with that. This is primarily the land tenure. She said much of the land operated by ASP is not owned by ASP. Much of the land is a BLM patent. BLM has

rules and it doesn't really matter what ASP wants to do. ASP would have to have BLM's permission and approval.

Staff recommends Chairman Woodling work on a draft with staff on a response to the Governor on the initial COPE report. Staff suggests it should mention the NPS model is one ASP uses successfully at Kartchner Caverns, Slide Rock and Lake Havasu. It says the private sector may not always be interested in coming into the parks. This was seen recently at Dead Horse Ranch State Park (insufficient bids) and Oracle State Park (no bids). It says ASP is also working on additional private concessions at Lyman Lake, Contact Point in Lake Havasu are the big ones. ASP was already moving forward on those. She said regarding the long-term whole park concessionaires, the letter should remind the reader that there are many other issues to look at. These are primarily these land restriction issues, these other legal issues and then the economics. The letter states that the Board's number one priority is to keep parks open and operating for the public and the state's local economies and that the Board is dedicated to providing a quality park system for citizens and tourists.

Chairman Woodling said he noticed in the staff recommendation that there is no time or date that this should go to the Governor. Ms. Bahl answered that the goal is to get it out by the end of October. This is because this would give time for the Governor and the COPE to look at the letter and work with ASP if they have questions. COPE's final report is due by the end of the calendar year.

**Bill Scalzo:** I move that the Arizona State Parks Board Chair work with staff to develop a letter to formally respond to the COPE report on behalf of the Parks Board.

Mr. Armer seconded the motion. Chairman Woodling asked for discussion from the Board. Mr. Armer commented that there are some things that private concessionaires either are not capable of doing or have no interest in doing.

Ms. Bahl said one other thought is to acknowledge the recent award ASP received from the Governor's Office. Board Members answered affirmatively. Mr. Armer said to also acknowledge the agreement that was finalized at this Board meeting with the Hopi Tribe.

Ms. Westerhausen commented that ASP is the only agency is the subject to a chapter. She said everything else is more global.

Mr. Scalzo said based on the make-up of the COPE board, the Board may want to recommend they take someone from the Parks Board to sit on COPE since ASP is such a high priority to assist them. Mr. Scalzo volunteered to do so.

Mr. Honanie offered to go to a meeting and enhance the goals of ASP and the Hopi Tribe.

Ms. Bahl said at a future Board meeting, staff would come forward with a Request for Information (RFI). It is a very broad first step to put out to the private sector to get a better sense from the private sector of what they are and are not willing to do.

Chairman Woodling said he would be happy to sign the letter and work with staff on it.

Ms. Westerhausen commented that the chapter of the COPE report on ASP did not take into account the loss of volunteer hours. If the parks are privatized there would not be any volunteers and a private company would have to make up those hours with paid employees.

Chairman Woodling said there was a motion on the floor and a second. He called for a vote from the Board. The motion passed unanimously with Mr. Landry absent.

**4. Consider Adopting Agency Strategic Plan** - Staff recommends the Arizona State Parks Board adopt the Goals and Objectives of the new Agency Strategic Plan.

Ms. Bahl said since the summer of 2009, the Board and staff have been working on the development of a strategic plan to guide our agency especially through these turbulent times. This was put on back burner when the special session in December started and then the regular session. Now staff has rekindled it this summer primarily with the Board's new adoption of the new vision statement. Generally at the October meeting, staff reviews with the Board the different changes that staff made on the strategic plan. This year a draft of the strategic plan was given to the Board at the September meeting with the goals and objectives and ideas of the tasks and strategies that staff would use to implement those goals and objectives. Since the September meeting, staff has not made any changes. She said today staff is going to request the Board's action on adopting goals and objectives. Staff will direct the tasks and strategies internally. Jim Garrison, State Historic Preservation Officer, has been the lead on this agency-wide effort. Staff will be reviewing the recommendation and a description of the goals and objectives. Today staff recommends the Arizona State Parks Board adopt the Goals and Objectives of the new Agency Strategic Plan.

**Tracey Westerhausen:** I move the Arizona State Parks Board adopt the Goals and Objectives of the new Agency Strategic Plan.

Mr. Scalzo seconded the motion. Ms. Bahl said she would turn the floor over to Mr. Garrison to remind the Board of the Goals and Objectives and take questions, comments and changes.

Mr. Garrison staff is looking for feedback from the Board on these goals. The Board may have changes or they may want to shift the priority of the goals or they may want to change the wording of any of these goals.

Mr. Garrison reviewed the goals as staff has presented them.

Mr. Garrison asked for discussion from the Board about the five goals before the objectives are discussed.

Ms. Westerhausen asked if these goals are in the order of priority. Mr. Garrison said that is up to the Board. He said when drafting the plan, staff believed that resource protection and visitor experience were number one for parks – any park organization from National Parks down to local parks. He said planning was also important as well as partnership and communication. Staff has drafted them in this order because the Board has said that keeping parks open are the number one priority and that is how this was organized.

Chairman Woodling said he likes that sustainable funding has been added to goal four because the Board is very clear that ASP should remain viable as an agency. He said he would like to switch goal three and four in priority. Ms. Westerhausen said she agreed. She said she would move goal four and five up to goals three and four and move goal three to goal five.

Mr. Scalzo said he does not have the problem with the order of the goals. He said all of the goals are important or they would not be there. I think the Board is trying to set priorities and he doesn't think the Board should do that. He said he thought they were all important and goals ASP needs to achieve. He said the research, planning and analysis is critical because that is often what government is accused of not doing – planning, research and scientific approach.

Chairman Woodling suggested taking the numbers off of the goals and make them bullet points. Mr. Scalzo concurred with this. Ms. Westerhausen suggested naming the goals instead of numbering them. Mr. Scalzo said this is a good compromise.

Mr. Garrison said the resource protection (goal one) goal has more objectives than any other goal. The objectives are: "By keeping all parks economically viable and open to the public." "By standardizing and upgrading the information technology infrastructure." "By efficiently processing grants, projects, paperwork and documents through the agency." "By increasing each staff member's knowledge, skills and abilities through training opportunities." "By providing agency staff with a stimulating, safe, and challenging work environment."

Mr. Scalzo said he likes that this goal talks about staff and how important they are. He said human resources are important and have been devastated in the last few years, not by choice but by direction. The Board must keep the emphasis that staff would be trained and stimulate their involvement. He said this objective is right on target.

Mr. Garrison said the visitor experience objectives (goal two) are: "By working with agency personnel to implement and update the master list of economically feasible facility upgrades that improve the visitor experience and increase revenues." "By working with agency personnel to market events and improve the overall quality of existing events." "By striving to operate the visitor interface component of the Park System with a "cost neutral" budget where visitor revenue equals or exceeds direct visitor costs."

Chairman Woodling asked to clarify what is meant by "cost neutral." Ms. Bahl answered that this means a cost neutral budget for direct experience. This is for someone coming into the park what they are paying for this but the whole protection of the resource, for instance, wouldn't be a direct visitor cost. Ms. Westerhausen asked for more clarification. Ms. Bahl said when a visitor comes into the park it costs ASP money to manage that visitor. It costs a little bit of water, toilet paper, pavement, time with staff. Even if there is not a visitor, a mountain still has to be protected so that is not a direct visitor cost.

Mr. Garrison said the planning objectives (goal 3) are: "By collecting scientific and historical data on natural and cultural resources to better inform decision-making." "By updating the long-term Capital Improvement Plan." "By continuing to provide accurate, timely, and targeted agency reports on program management and analysis for

internal and external use." "By continuing to implement the revised State Historic Preservation Plan."

Mr. Armer commented that in the first objective under this goal would the words "better guide" make more sense than "better inform?" Mr. Garrison answered affirmatively.

Mr. Scalzo commented that this fits in if ASP works with University of Arizona (U of A), Arizona State University (ASU) or Northern Arizona University (NAU) in doing analysis for ASP. The Board and staff still need to look at the economic impact on parks to the rural communities.

Chairman Woodling asked Mr. Armer and the other Board members if they wanted to use the word "guide" rather than "inform" as Mr. Armer mentioned. There were no comments on the Board on this. Chairman Woodling said if there are no comments then staff would leave it as "inform." Ms. Westerhausen noted that the word could be changed at a later date.

Mr. Garrison said partnership objectives (goal 4) are: "By continuing and expanding collaboration with federal, tribal, state, and local governments, non-governmental organizations (NGOs), concessionaires and private sector individuals whose objectives or duties are similar to State Parks." "By implementing a community relations plan that addresses each park's unique location, program audience, and adjacent and thematic communities." "By continuing partnership training on agency programs, planning and activities." "By working with stakeholders to create and promote a strategy for sustainable agency funding."

Ms. Westerhausen commented that it might be better to make a change to this goal. ("To build lasting partnerships to promote local economies, good neighbors, recreation, conservation, tourism and establish sustainable funding for the agency.") She said the goal contemplates something other than a concessionaire type situation. She said she would like the word relationships added to the goal itself. This would acknowledge those types of concessionaire relationships.

Mr. Scalzo said he thought concessionaires fall under partners as well as public partners. He said he sees them as the same if they want to follow the same guidelines and goals to protect natural resources why wouldn't they want to be called a partner.

Chairman Woodling said the thought concessionaires and partners such as the Town of Payson are completely different. A concessionaire is different because they would be getting a financial benefit.

Ms. Westerhausen said someone could say ASP does not have a goal that expressly acknowledges privatization and concessionaires. They might say ASP has the benefit of the COPE report but still it is not in the goals only the objectives.

Ms. Bahl suggested changing the goal to: "To build lasting public and private partnerships to promote local economies." Chairman Woodling and Ms. Westerhausen said they liked that suggestion.

Mr. Garrison said to move on to goal five and then come back to this.

Mr. Garrison said the communications (goal 5) objectives are: "By implementing a new marketing plan," "By implementing a new public relations plan," and "By exploring new ideas to improve agency internal communications including an electronic posting of information."

Mr. Scalzo asked if staff would be implementing new marketing plan or revising a current plan. Mr. Ziemann answered that it might say, "enhancing the marketing plan." Ms. Westerhausen said it might say enhancing agency internal communication.

Ms. Pogany asked how staff comes up with the marketing plan. She asked if staff work with partners to come up with the marketing plan. Mr. Ziemann said most of the drafting of the marketing plan in the past has been in conjunction with a consultant and marketing departments of various universities in the state. He said the marketing plan is collective in terms the fact that staff must work with partners because of lack of money. The plan has been crafted in the past by hiring a consultant evaluating ASP's strengths and weaknesses and utilizing the various universities in the strengths of the system.

Mr. Garrison said part of marketing is feedback from the visitors – what they would like to see, how is their experience. That is part of the marketing plan.

Mr. Scalzo said staff would work with partners on that and start a dialogue.

Mr. Garrison reviewed the changes that the Board has made. He said the order of the goals would remain the same but have titles instead of numbers. Goal number four will be changed to lasting public and private partnerships. Ms. Bahl asked if the Board agreed with that suggestion. The Board said they did like that change.

Mr. Garrison said in goal five to use the word "enhance" in all of the objectives.

Ms. Westerhausen said there is not anything in there that says staff would consider feedback on the communication objectives. Mr. Scalzo said that is inherent.

Mr. Garrison said there was another suggestion about the use of the word "guide."

Chairman Woodling said the words "guide" and "inform" are not synonymous. They have different processes. Ms. Westerhausen said the word "inform" has more than one meaning. She said to make an informed decision means you have gathered all the facts. That is different than giving someone guidance to what their decision should be. She said she thought the words "guide" and "inform" are good.

Mr. Scalzo said he likes to be an informed decision maker. However, guide reminds him of guiding a dog on a leash. He said he would much rather be an informed decision maker than a guided one. It is an informational role that science provides. It is just part of a package of information and helping to make decisions.

Chairman Woodling said he thought what staff has done is pretty complete. He agrees with Mr. Scalzo that the word "inform" should stay.

Mr. Garrison reviewed the amended changes that the Board had made. He said the order of the goals would remain the same but have titles instead of numbers; goal four would be changed to lasting public and private partnerships; goal five to use the word

“enhance” in all of the objectives. He said those are the amendments if someone would like to move those.

**Tracey Westerhausen:** I move the Arizona State Parks Board adopt the Goals and Objectives of the new Agency Strategic Plan as amended.

Mr. Scalzo said he accepts those amended changes. The motion passed unanimously with Mr. Landry absent.

## **H. TIME AND PLACE OF NEXT MEETING AND CALL FOR FUTURE AGENDA ITEMS**

1. Staff recommends that the next Arizona State Parks Board Meeting be on Wednesday, November 17, 2010 in Apache Junction.
2. In order to plan the Parks Board meetings and activities for 2011, staff recommends that the Board meetings be scheduled for the following dates. Executive Sessions will begin at 9:00 a.m. Public Sessions will begin at 10:00 a.m.

January 12, 2011

February 23, 2011

March 30, 2011

May 11, 2011

June 22, 2011

September 14, 2011

October 26, 2011

November 30, 2011

Election of officers

Budget discussions

Grant awards

Strategic Planning

Advisory Committee

Appointments

3. Board members may wish to discuss issues of interest to Arizona State Parks and request staff to place specific items on future Board meeting agendas.

Ms. Bahl said at the November 17 meeting, ASP would recognize all of its partners. It will be a longer and more formal recognition. It will include everyone who has helped to keep parks open. The Board’s Advisory Committees will come and make their annual reports. There will also be some regular business items. The Board and staff have also been invited to lunch by the Superstition Harley Davidson folks.

Chairman Woodling asked for more agenda items from the Board.

Ms. Baier asked for an agenda item about said the Arizona Highways subscriptions. This could be a presentation and would be good since it is kicking off the shopping season. Mr. Scalzo said to bring the flyers of information about it as well.

Ms. Westerhausen asked for an agenda item recapping the results of the November 2 election.

Chairman Woodling asked for an update on what staff is doing in certain areas such as San Rafael.

Mr. Scalzo said since the Board will be inviting friends and associations he assumed that the ASPF would be there. He asked if they would do an update on a study they are working on.

Mr. Peter Warren from the Nature Conservancy said that the Arizona Department of Transportation (ADOT) has opened up the opportunity to do scenic easements in Arizona. There could be a lot of potential for partnerships with ADOT and it might be a suitable topic for an informational item. Ms. Bahl said this would be a future agenda item but would not be on the November agenda. Mr. Scalzo said if that would be explored then it should be more specific on the agenda and ask ADOT what kind of resources they are willing to commit to ASP in the next fiscal year.

## I. ADJOURNMENT

Mr. Armer motioned to adjourn. Ms. Westerhausen seconded the motion. The motion passed unanimously with Mr. Landry absent. The meeting adjourned at 12:37 p.m.

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Pursuant to Title II of the Americans with Disabilities Act (ADA), Arizona State Parks does not discriminate on the basis of a disability regarding admission to public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the acting ADA Coordinator, Nicole Armstrong-Best, (602) 542-7152; or TTY (602) 542-4174. Requests should be made as early as possible to allow time to arrange the accommodation.

APPROVED:

*Reese Woodling*

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Reese Woodling, Chairman

*Renée E. Bahl 19 Nov 2010*

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Renée E. Bahl, Executive Director